

RECRUITMENT MANUAL

**I can't wait to
teach her
something new**



**I can't wait to
turn new
friends into
best friends**

Date of Recruitment Training _____

Adult Educator(s) Name(s) _____

Contact Information: _____

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VOLUNTEER POSITION DESCRIPTION MEMBERSHIP RECRUITER

Volunteer Position Description Membership Recruiter

Term: October 1 to September 30, re-appointed yearly

Term Limit: One year

Appointed by/ Service Unit Manager/ Member Services Recruitment Specialist

Accountable to:

Along with the Service Unit Manager plan and implement recruitments in a specific area with the goal of placing every girl who wishes to be a Girl Scout member in a troop/group or as an individual Girl Scout. Develop and carry out recruitment of adults for various positions for all pathways.

Accountabilities:

- May work with one or more Service Area Team members to develop and implement recruiting plan for the service unit and council
- Identifies sources for recruiting adult leadership. Takes affirmative action to recruit minority adults and non-traditional leaders.
- Helps to conduct parent meetings of new troops to recruit volunteers/leaders
- Assist with Onboarding Process for new leaders
- Submits names of recommended leaders and co-leaders to the Member Services Recruitment Specialist to begin the Onboarding Process
- Contacts existing troop/group leaders to place individual girls
- Refers other potential volunteers to the Service Unit Manager and Member Services Recruitment Specialist

Qualifications:

- Is a registered member of GSUSA
- Belief in the purpose and philosophy of Girl Scouting
- Has good organizational, problem solving, and human relationship skills
- The ability to motivate and delegate as well as handle multiple tasks
- Performs tasks willingly and accepts responsibilities of the job
- Attends annual position update training

Standards of Performance:

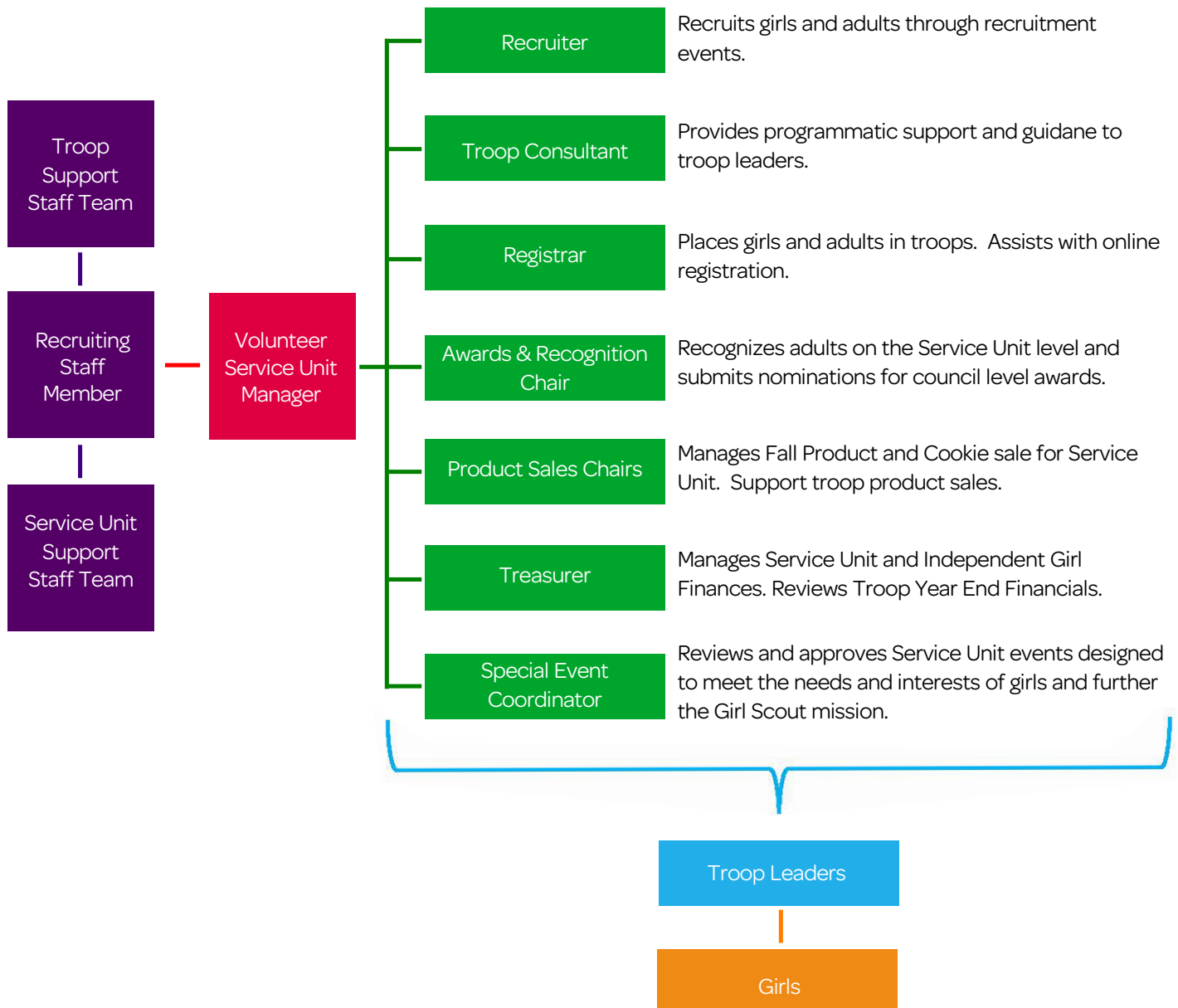
- Performs willingly and effectively
- Complies with GSUSA and GSGLA policies and procedures
- Participates in a yearly evaluation with the SUM/Membership Staff

As a supportive partner with the Service Unit Team, I agree to fulfill my duties as a Membership Recruiter for the upcoming year.

SERVICE UNIT STRUCTURE

The following positions are part of the core service unit support system. Every Girl Scout member is part of a local service unit, a geographically-based local division of the Girl Scouts of Greater Los Angeles. There are 79 volunteer-led service units in the council. Your service unit is led by a service team, composed of experienced volunteers who support leaders and troops.

This team is the support system for Troop Leaders



SAMPLE RECRUITER PLANNING CALENDAR

August Recruit New Leaders and girls to start new troops Attend Open Houses at schools Obtain recruitment materials from your Recruiting Staff Partner Identify Helpers and Speakers for Recruitment Events Contact schools to schedule Recruitment Event	September Attend Open Houses at schools Promote on-time registration Continue to recruit new leaders and girls	October Obtain existing troop information within your schools for quick reference from Registrar
November Place girls as needed	December Place girls as needed	January Attend Kindergarten Round Ups at local schools and distribute fliers
February Attend Kindergarten Round Ups at local schools and distribute fliers	March Place girls as needed	April
May Assist Service Unit Registrar with troops disbanding or merging Develop a summer recruitment plan	June & July Attend position training or update meeting	Ongoing Find new locations and events to have recruiting booths Add new girls to existing troops <i>Encouraging existing leaders to add more girls to existing troop</i> <i>Help on-board new leaders quickly and easily</i>

DIVERSITY AND PLURALISM

As an organization committed to pluralism we ask you to ensure the following is implemented when recruiting girls and adults



**Tips in recruiting different ethnic,
religious, and cultures groups.**

1. Do research
2. Avoid stereotyping
3. Open a good line of communication
4. Make sure meeting materials are user friendly
5. Don't make assumptions
6. Don't be afraid to ask for outside help before recruiting.

If you need additional support contact your Staff
Recruiting Partner

HOW DO I RECRUIT ADULT VOLUNTEERS

The largest single reason people volunteer is because someone ASKS them. For 100 years, Girl Scouting has been successful in attracting thousands of volunteers to help provide program for girls and young women.

Skillful recruiters for Girl Scouting have common characteristics:

- ✓ Acceptance of the differences in people - the way they work, their incentives, their skills and experiences
- ✓ Knowledge about Girl Scouting
- ✓ Skill in interpreting the principles and the benefits of the Girl Scout program for girls

Group Presentation

- ✓ Group Presentations for 5 or 25 are used widely for recruiting. Groups can be all adults or girls/adults or family combinations. Girls speaking, audiovisuals and written materials to take home are all great.

Special Events

- ✓ Fairs/exhibits encourage informal personal contact as people stop at the display.

Personal Contact

- ✓ One-to-one contact probably has recruited more volunteers than any other method. It represents a committed and satisfied volunteer presenting an accurate picture of the job to someone able to fill the position.

Social Media

- ✓ Check with your Recruiting Staff Partner to learn ways you can use social media:



PLACES TO RECRUIT LEADERS AND GIRL

School Recruitment Events
Community Centers
Libraries
Post Office
Back to School Nights
Boys and Girls Club
Grocery Stores

Churches and Synagogue
Community Events
Day Care Centers (Pre-K)
Farmer's Markets
Bowling Alleys
Kindergarten Round-ups
Fall Product/Cookie Booths

RECRUITMENT STEPS

Before schools start up for the fall, assess existing troops needs:

- Contact existing troops to determine
 - If they have bridging girls that need placement (these girls will have priority placement over new girls).
 - If leadership is not returning, girls that wish to continue should be placed before schools are flown.
 - How many available spaces they have this year?
- Start a waiting list (if you haven't already)
- Find a location and select a date to hold a recruiting event
 - Recruit troops and adult members to help at your recruiting event.
 - Market the opportunity
 - Work with the local schools to distribute fliers to students/parents. Some schools may have anti-flier policies. If so, see if they will email them to their families.
 - Use social media to advertise your recruitment event.
 - Use Neighborhood online calendars/news sources to announce the event.
 - Place posters at community pools, grocery stores, library, etc.

Once schools have started

- Distribute Girl Scout Information to school with contact information
- Attend Back To School Nights and continue with girl placement
 - Ask every Parent/Family Member to be a Leader or help with a troop.
(*Don't assume that someone cannot or would not want to be a leader*)
 - Return a copy of the list of girls/adults to the Staff Recruitment Partner
- When receiving a Girl Placement e-mail (from staff partner, or other source) contact the parents within a week and let them know when to expect placement and about becoming a leader themselves.
- Contact neighboring Recruiters if you cannot place a girl for troop openings in your Service Unit
- Connect new leaders with the Service Unit Team, Registrar, and SUMs- remember this is the time to welcome new members to the Service Unit and GSGLA
- When forming new troops, use Volunteer Essentials guidelines for Troop size. The average size of a new troop is 10-12 girls.

Throughout the year

- Attend local community events to hold recruiting tables.
- Attend Kindergarten Round-ups if possible

TIPS FOR VARIOUS RECRUITMENT OPPORTUNITIES



When planning your recruitment approach – think about the following things:

- ✓ Know your audience
(i.e. school, church, community, etc)
- ✓ Learn about the recruitment options
(Dates of open houses, Back-to-School-Nights, Flier policies, etc.)
- ✓ Match the type of recruitment approach to the audience
- ✓ Plan in advance



Hosting a **Recruitment TABLE** or giving a **Presentation** at an Existing Event

Arrive at least one hour early to:

- ³⁵₁₇ Make sure you can get in
- ³⁵₁₇ Set up table.
- ³⁵₁₇ Hang signs directing people to your table area
- ³⁵₁₇ Make a nametag for yourself and any other Girl Scout volunteers

As people arrive:

- ³⁵₁₇ Have greeters help you recognize everyone as they approach the table or enter the room (using current Girl Scouts in uniform make great greeters)
- ³⁵₁₇ Encourage people to browse through resource materials and displays

Presentation:

- ³⁵₁₇ Greet people promptly
- ³⁵₁₇ Talk to interested adults individually or in small groups



Recruiting Through a **Meeting with Parents at an Existing Event**

- ³⁵₁₇ Use agenda for -Parent Meeting
- ³⁵₁₇ See -Tips for Recruiting Adults ☐
- ³⁵₁₇ Set a specific date you will follow-up with each one individually after the meeting



Recruiting Through Marketing Materials at Area Locations

You can download materials from the GSGLA website and add your contact information and specific needs.

Possible Locations for Distribution:

³⁵₁₇ Schools
³⁵₁₇ Libraries
³⁵₁₇ Hair salons
³⁵₁₇ Medical offices
³⁵₁₇ Business
³⁵₁₇ Cultural centers
³⁵₁₇ Childcare centers



³⁵₁₇ Banks
³⁵₁₇ Grocery and department stores
³⁵₁₇ Shopping malls
³⁵₁₇ Houses of worship
³⁵₁₇ Transportation waiting areas
³⁵₁₇ Movie theaters
³⁵₁₇ Employee lounges

Tips on “Getting the Word Out”

- ³⁵₁₇ Place posters on local bulletin boards
- ³⁵₁₇ Ask places of worship to announce your events
- ³⁵₁₇ Ask organizations such as the PTA to put your information in their newsletters
- ³⁵₁₇ Place ads in local newspapers and community newsletters
- ³⁵₁₇ Enlist the help of someone who belongs to the group or organization in which you are appealing to for help such as teachers, pastors, and secretaries.
- ³⁵₁₇ Learn the creed or mission of the group you are appealing to for help and work it into your presentation.
- ³⁵₁₇ Appeal to your current volunteers to recruit their friends
- ³⁵₁₇ Offer to register the school principal as a gift from your service unit



Hosting a Specific Event for Recruiting

Four to eight weeks (prior to the event)

- ³⁵₁₇ Secure the site for a presentation or a table at an existing event
- ³⁵₁₇ Advertise to get adults and girls to attend. Pre-printed fliers and posters are readily available from your Staff Partner. They can be adapted to your individual situations and needs

Two weeks (prior to the event)

- ³⁵₁₇ Review the 10 Essential Elements for Creating the Girl Scout Experience and your agenda
- ³⁵₁₇ Request assistance from troop leaders and other volunteers. You'll need people willing to talk to potential adult volunteers as well as to help greet each family as they arrive. It is recommended you have at least one volunteer for every ten adults to make everyone feel welcome. If you have plenty of help, new volunteers will see this is an organization where friendships are made
- ³⁵₁₇ Ask current Girl Scout troops to help with entertaining potential girl members as you do a presentation to the adults. A simple craft in another part of the same room, in another room or at a second table is extremely helpful. Teens are a good choice for this task. Many areas have a troop perform a flag ceremony to open the meeting.
- ³⁵₁₇ Talk to your Staff Recruiting Partner to order registration materials
 - ³⁵₁₇ Leader position descriptions
 - ³⁵₁₇ Online Membership Registration
- ³⁵₁₇ You can make arrangements to borrow display materials from GSGLA for the event Examples might be:
 - ³⁵₁₇ Girl Scout table cover
 - ³⁵₁₇ Handbooks
 - ³⁵₁₇ Uniforms
 - ³⁵₁₇ Give-a-ways such as pencils and bookmarks
 - ³⁵₁₇ Activity pages for girls
 - ³⁵₁₇ Cookie costumes
- ³⁵₁₇ If you would rather have your own display board – make one using pictures of local troop activities.
 - ³⁵₁₇ Display boards can be customized to display activities that are experienced within your Service Unit.
- ³⁵₁₇ Connect the new leader with the Recruitment Specialist/Staff Partner or Service Unit Manager who will connect them with GSGLA's Onboarding Team.

Confirm date and time with appropriate site staff. Confirm specific room and insure the custodial staff is aware of the event, as needed.

Troop leadership is the responsibility of a team of adults. Each troop should have at least one adult leader, one or more assistant leaders and a troop support committee. If two leaders are related, there must also be a non-related adult serving as a leader.

Characteristics:

Age:

The leader of a Girl Scout troop must be 18 years or older.

Role Model:

Troop leaders serve as a partner and role model to girls. As part of their responsibility, they will work closely with a co-leader. Two adults must be present at all times when working with girls, and at least one of those volunteers must be female and not related to the other adult. This is an important distinction that bears repeating. Men can serve as troop volunteers, but an adult female who is not related must be present at all times, and at no time is a girl to be alone with only one volunteer.

Attributes of a Troop Leader:

- ✓ Has a personal sense of values and positive attitude
- ✓ Has the ability to work with 12-24 girls
- ✓ Gets satisfaction out of seeing young people grow and is able to measure success in terms of what happens to individual girls

WHAT MAKES A GOOD TROOP LEADER

- ✓ Likes to work with others but can also work independently
- ✓ Has good judgment and can be calm in a crisis
- ✓ Supports local and national Girl Scouting policies, standards, and procedures
- ✓ Ability to plan and organize activities/events and manage money

Term of Appointment:

Minimum of one-year term

Support:

The Troop Leader receives support, guidance, and encouragement from the Service Unit Team (Service Unit Manager, Troop Consultant, Registrar, Recruiter, Treasurer, and Product Sales Chairs), GSGLA Council Staff Teams, Adult Educators, and other volunteers.

Responsibilities

- Work in a partnership with girls and adults and possess the ability to generate girls' interests in and curiosities about the ways that they can discover themselves, connect with others, and take action to make the world a better place through the Girl Scout Leadership Experience (GSLE).
- Ensure that the program offered aligns to the GSLE by utilizing journey books and *The Girls' Guide to Girl Scouting*, customized with additional local experiences.
- Serve as a positive example for girls by modeling positive attributes such as reliability, respect for others, inclusiveness, and a positive attitude.
- Organize fun, interactive, girl-led activities that address current issues involving girls' interests and needs.
- Communicate effectively and deliver presentations and information to the individual or group.
- Support and encourage girls in attaining desired goals and awards.
- Provide guidance and information to the parents or guardians of girls on a regular, ongoing basis through a variety of tools, including e-mail, phone calls, newsletters, and blogs.
- Process and complete girls' registration and other paperwork according to Girl Scouts of the USA (GSUSA) and the council's policies and procedures.
- Manage the group funds according to GSUSA and the council policies and procedures.

- Be guided in all actions by the Girl Scout Mission, Promise, and Law.
- Remain informed about and comply with the most current policies, procedures, and guidelines of Girl Scouts of Greater Los Angeles and GSUSA.

Qualifications and core competencies:

- Girl focus: Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
- Personal Integrity: Demonstrate dependability, honesty, and credibility.
- Adaptability: Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments.
- Oral Communication: Express ideas and facts clearly and accurately.
- Foster diversity: Understand, respect, and embrace differences.
- Computer Skills: Access to e-mail and the Internet.

Additional requirements:

- Must complete an online Volunteer Application and pass a Background Screening
- Valid driver's license and safe driving record (if applicable)
- Bilingual preferred (if applicable)
- Must become a registered member of GSUSA
- Complete required coursework as assigned and provided by Girl Scouts of Greater Los Angeles and GSUSA



**Show them
all that's
possible.**

VOLUNTEER APPLICATION PROCESS

Interviewing Potential Volunteers

- ✓ Greet the person warmly. Thank them for their interests in volunteering.
- ✓ This is a conversation; adopt an informal tone and approach.
- ✓ Acknowledge the person's responses and encourage talking.
- ✓ Provide an opportunity for the person to ask questions and respond honestly.
- ✓ Be prepared.
- ✓ Discuss the possible volunteer positions. (Leader, Assistant Leader, Troop Support Committee, Treasurer, Cookie Chair)
- ✓ Explain they (must complete) a Volunteer Application, Register as a Girl Scout Member and pass a Background Screening, which includes submitting their date of birth and social security number. Notification of approval will be sent directly to the prospective volunteers and Member Services Manager.

Potential Volunteer Confirmed? Contact your Recruitment Specialist!

Contact the Recruitment Specialist (GSGLA Staff Member) in your area with your potential leader's contact information. The Recruiting Specialist in your area will assist the new potential leader in getting connected with our Onboarding Team and starting the Onboarding process, which includes registering as a member, completing a volunteer application and background screening. These steps are described below, but will begin once the Onboarding Team has connected with the potential volunteer. The Onboarding Team will help the potential volunteer with these steps.

Membership Registration

Registration is available online by creating an E-Biz account on our website: <http://www.girlscoutsla.org>

Volunteer Application

The Volunteer Application is available online at <https://www.gsglavolunteerapps.org>. Two references will need to be provided.

Background Screening

The background screening includes criminal records of searches on convictions, arrest, and sex offender registries of all 50 states including federal databases and the child predator database. Background screenings are conducted every three years as long as the volunteer remains active.

Consent:

No line of investigation will be launched without the full knowledge and informed consent of the current and/or prospective volunteer. Written consent will be disclosed and provided on volunteer application and provided on the Asurint volunteer background screening portal.

Confidentiality:

To ensure privacy, social security number and date of birth are submitted on line by individuals. Any information collected from any source in the screening protocol will be considered strictly confidential and protected thoroughly by Girl Scout policies and procedure that define storage, accessibility, and disposal.

Prospective volunteers who do not complete a volunteer application and background screening will not be placed in a volunteer position.

TRAINING



Council Orientation Recorded Webinar

[Council Orientation](#) is now available online as a recorded webinar. Potential volunteers can register and view upcoming class schedules via their [eBiz account](#) or by checking the [adult learning calendar](#). The Onboarding Team and Troop Support will also be able to assist with this information.

Basic Training Leader Class

[Basic Leader Classes](#) are highly recommended for new leaders and co-leaders of girls in any grade level. In this class leaders will learn the core basic traditions of Girl Scouting; how to run a troop and hold troop meetings, including finances, forms, behaviors, and making it girl led. This class covers adult and girl uniforms, how to have parent meetings, communicating, troop management, and more!

AND...

[Grade Level Classes](#) are also highly recommended. This class is designed to give troop leaders/co-leaders information on what to do with girls at each Girl Scout level and how to use the *Journey* books and the *Girls Guide to Girl Scouting* handbooks.

Additional Trainings

Girl Scouts of Greater Los Angeles offers several trainings throughout the year and it is highly recommended that leaders take advantage of them. See What I Need to Attend A....sheet. Courses currently offered are:

Council Orientation
Indoor Overnight
Junior (4-5) Level
Ambassador (11-12)
Camping Skills
Special Events and Money Earning

Basic Leader
Daisy (K-1) Level
Cadette (6-8) Level
Domestic Troop Travel
Lifeguard

First Aid, CPR, & AED
Brownie (2-3) Level
Senior (9-10) Level
International Troop Travel
Basic Water Rescue

BY THE NUMBERS

40,000 GIRL MEMBERS

22,000 ADULT MEMBERS

Our Territory

Nationwide there are over 100 Girl Scout councils. Girl Scouts of Greater Los Angeles serves more than 350 communities in Los Angeles County and parts of Kern, San Bernardino and Ventura counties. The council operates a headquarters, 7 service centers, 10 program centers, and 4 campgrounds.

WHAT I NEED FOR MY GIRLS TO ATTEND A ...

WHAT I NEED FOR MY GIRLS TO ATTEND A...

Activity	# Forms/Equipment	Approval/Notification/Insurance	\$ Training/ Certification	Review
Troop Meeting	► Parent Permission Form	Notify – Service Unit Manager/Designee		Drivers/ Chaperones:
Troop Meeting - Location Change		Notify - Parents		• Registered
Meeting Time Trip	► Parent Permission Form	Notify – Service Unit Manager/Designee		• Online Vol.
Day Trip	► Parent Permission Form	Notify - Service Unit Manager/Designee & Insurance – for non-registered attendees	► First Aider/CPR/AED	App.
± 1-2 Night – Indoor (homes; buildings)	► Parent Permission Form	Approval – Service Unit Manager/Designee & Insurance – for non-registered attendees	Indoor Overnight (IO) ► First Aider/CPR/AED	• Background
± 1-2 Night - Indoor (hotels; hostels)	► Parent Permission Form	Approval – Service Unit Manager/Designee & Insurance – for non-registered attendees	IO, Domestic Travel (DTT) ► First Aider/CPR/AED	Screening (print copy for 01)
± 1-2 Night - Outdoor (tents - backyard)	► Parent Permission Form	Approval – Service Unit Manager/Designee & Insurance – for non-registered attendees	IO, Camping Skills ► First Aider/CPR/AED	Adult-to-girl Ratio
\$ 2+ Nights - Outdoor (tents - campground)	Extended/International Travel App. ► Parent Permission Form Additional Insurance	Extended Approval – Council 6 weeks in advance & Insurance – for extended trips	IO, DTT, Camping Skills ► First Aider/CPR/AED	Safety Activity Checkpoints
\$ 2+ Nights - Indoor (hotels; hostels)	Extended/International Travel App. ► Parent Permission Form Additional Insurance	Extended Approval – Council 6 weeks in advance & Insurance – for extended trips	IO, DTT, ► First Aider/CPR/AED	Volunteer Essentials
International Travel	Extended/International Travel App. ► Parent Permission Form Additional Insurance	International Approval – Council 18 mo. in advance & Insurance – for international trips	IO, DTT, International Travel ► First Aider/CPR/AED	
Group Money Earning	► Parent Permission Form Money Earning Form	Applications submitted online no less than 6 weeks before the event. Approval - Service Unit Manager/Designee	Special Events and Money-Earning	IO = Indoor Overnight
Run an Event	► Parent Permission Form Special Event Application Additional Insurance	Applications submitted online no less than 6 weeks before the event. Approval - Service Unit Manager/Designee	Special Events and Money-Earning ► First Aider/CPR/AED	DTT = Domestic Troop Travel
Product Sales	Product Program Agreement Form		Product Sale Training	
Product Sales Boothing	► Parent Permission Form Product Program Agreement Form	Notify – Service Unit Manager/Designee		

Health History and First Aid Kit are required for every Girl Scout activity.

\$ Welcome Session and Council Orientation are required for all troop leaders, co-leaders, and assistant leaders.

► Required for every activity/ trip for every girl, whether parents attend or not.

& Purchase additional insurance from council at least 4 -6 weeks in advance of activity

± Including Federal Holidays	\$ Excluding Federal Holidays
Federal Holidays: New Year's Day; Martin Luther King Day; President's Day; Memorial Day; Independence Day; Labor Day; Columbus Day; Veterans' Day; Thanksgiving Day; Christmas Day.	
► First Aider Level depends on remoteness of activity and danger involved	
Access to EMS	Minimum Level of First Aid Required
30 min. or less	First Aid/CPR/AED Adult & child (Some health care providers may also serve)
30 min. or more	Wilderness First Aider or Wilderness First Responder

05/15/2014